

Figure 1 THE METHODOLOGY

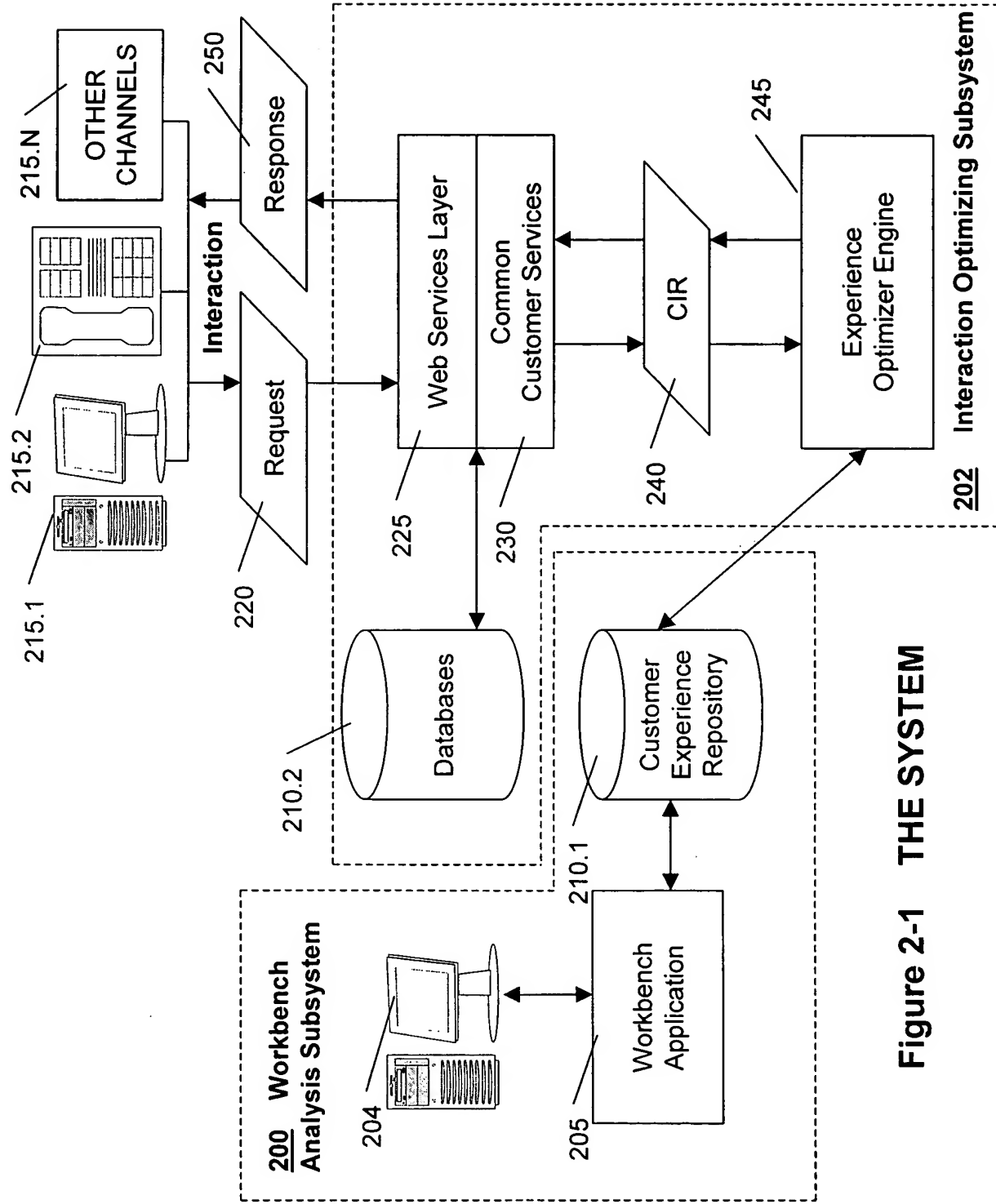


Figure 2-1 THE SYSTEM

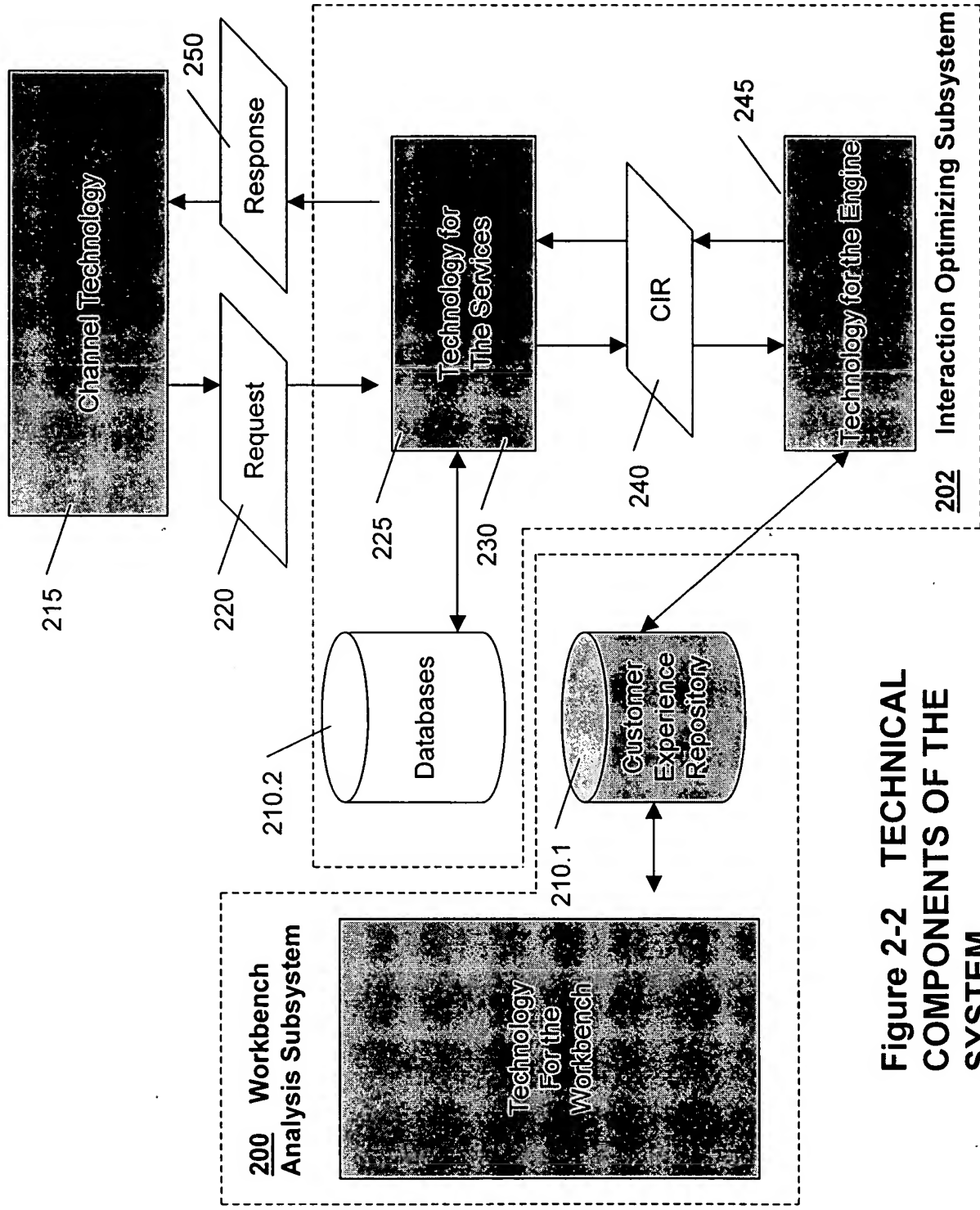


Figure 2-2 TECHNICAL COMPONENTS OF THE SYSTEM

```

graph TD
    CIR[240 Customer Interaction Record CIR]
    CIR --- RTD[246 Real Time Data]
    CIR --- BD[242 Batch Data]
    BD --- CEP[244 CEP]
    BD --- B44[244 Batch Data]
    CEP --- T1[Treatment A]
    CEP --- T2[Treatment B]
    CEP --- TN[Treatment N]
    B44 --- C[Customer]
    B44 --- CO[Contact]
    B44 --- AD[Address]
    B44 --- HH[Household]
    B44 --- S[Segment]
    B44 --- AC[Account]
    B44 --- OD[Overriding Data]
    B44 --- TD[Trigger Data]
    B44 --- O[Other]
  
```

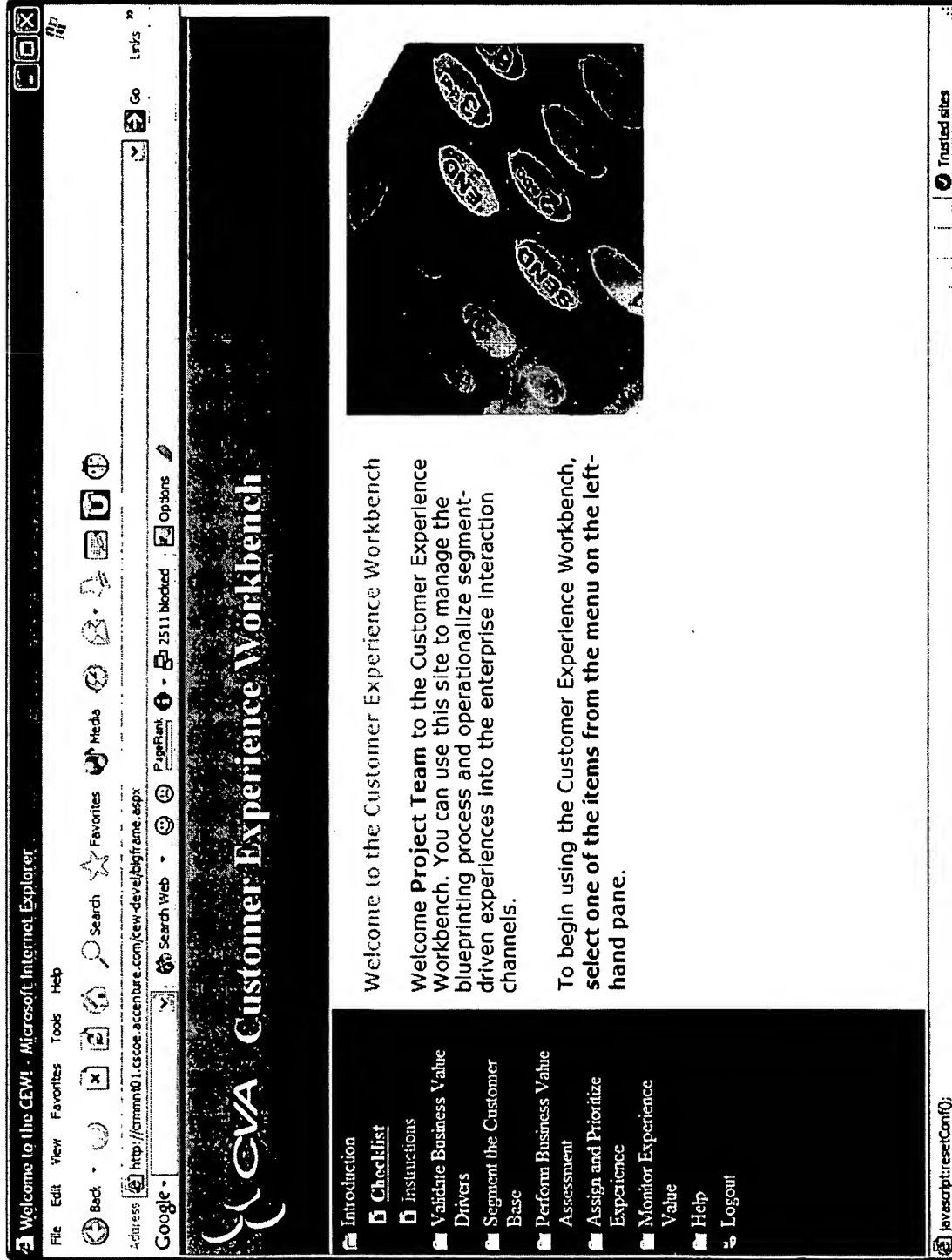


Figure 3-1

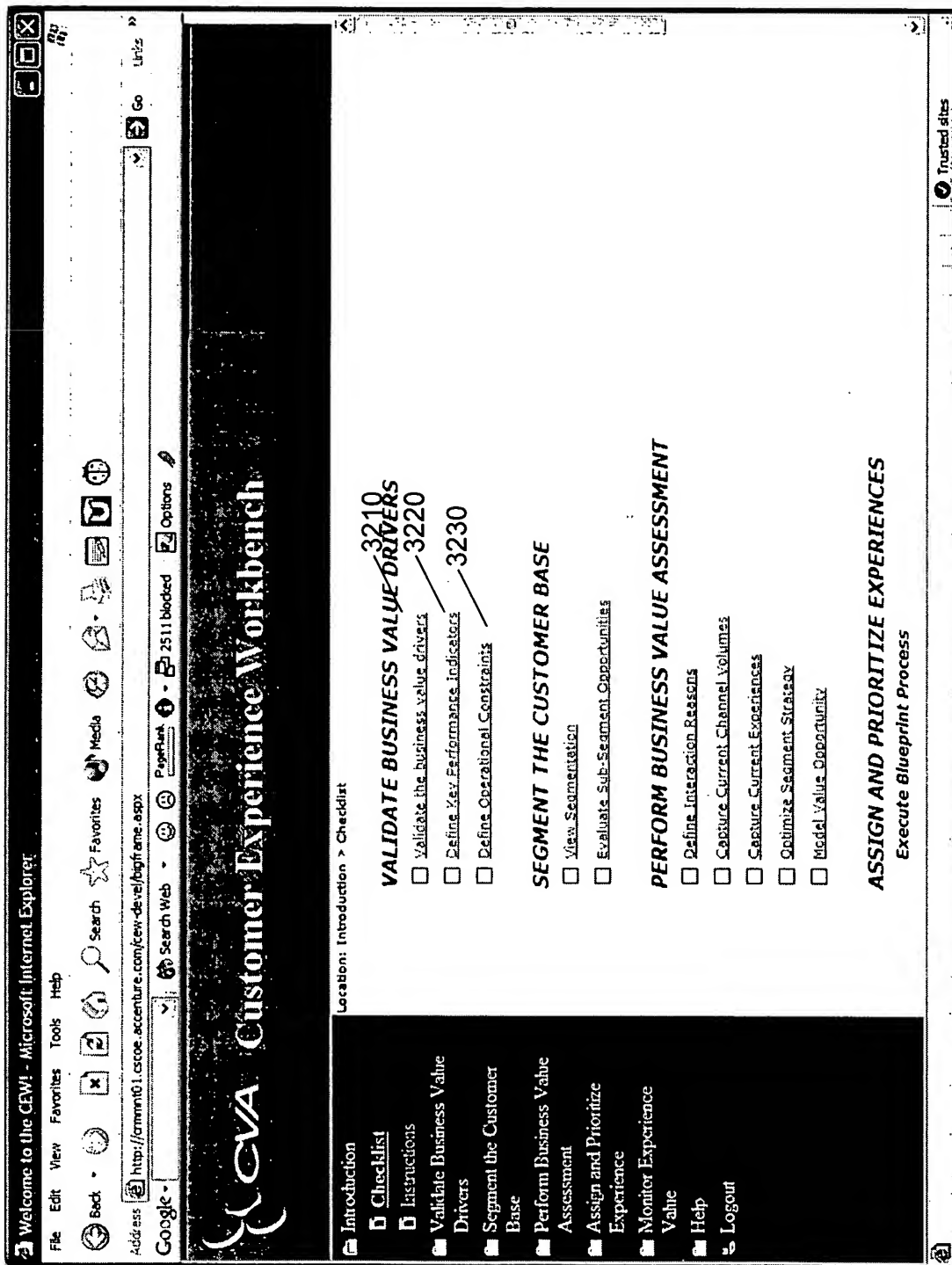


Figure 3-2

Welcome to the CEW! - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites Media
Address: http://cmm101.cscoc.accenture.com/cew-devel/figframe.aspx
Google Search Web 2511 blocked Options
Go Links

Introduction
Validate Business Value
Drivers
Segment the Customer Base
View Segmentation
Evaluate Sub-Segment Opportunities
Perform Business Value Assessment
Assign and Prioritize Experience
Monitor Experience Value
Help
Logout

Location: Segment the Customer Base > View Segmentation

Segments Description:

Segment Name <small>View All Profiles</small>	Description
At-Risk Core <small>View Detailed Profile</small>	<div>3320</div> <ul style="list-style-type: none"> 50% of customers represents 1/3 of revenues, 1/3 of all utilization; 60% of all service costs Susceptible to competitors and bargains Low-to-medium utilization, usually below allowance Low DSL ownership
Budget Managers <small>View Detailed Profile</small>	<div>3310</div> <ul style="list-style-type: none"> 2% of population represents 2% of revenues, 5% of usage Avg. utilization Highest cost-to-serve; higher than average billing inquiries Avg. number of billing adjustments
Loyal Core <small>View Detailed Profile</small>	<ul style="list-style-type: none"> 32% of population, 2nd in longevity Have and average of 1-2 products Below average cost-to-serve 2 sub-segments: Web users & non-web users (see "Web Savvy")

Done

Figure 3-3

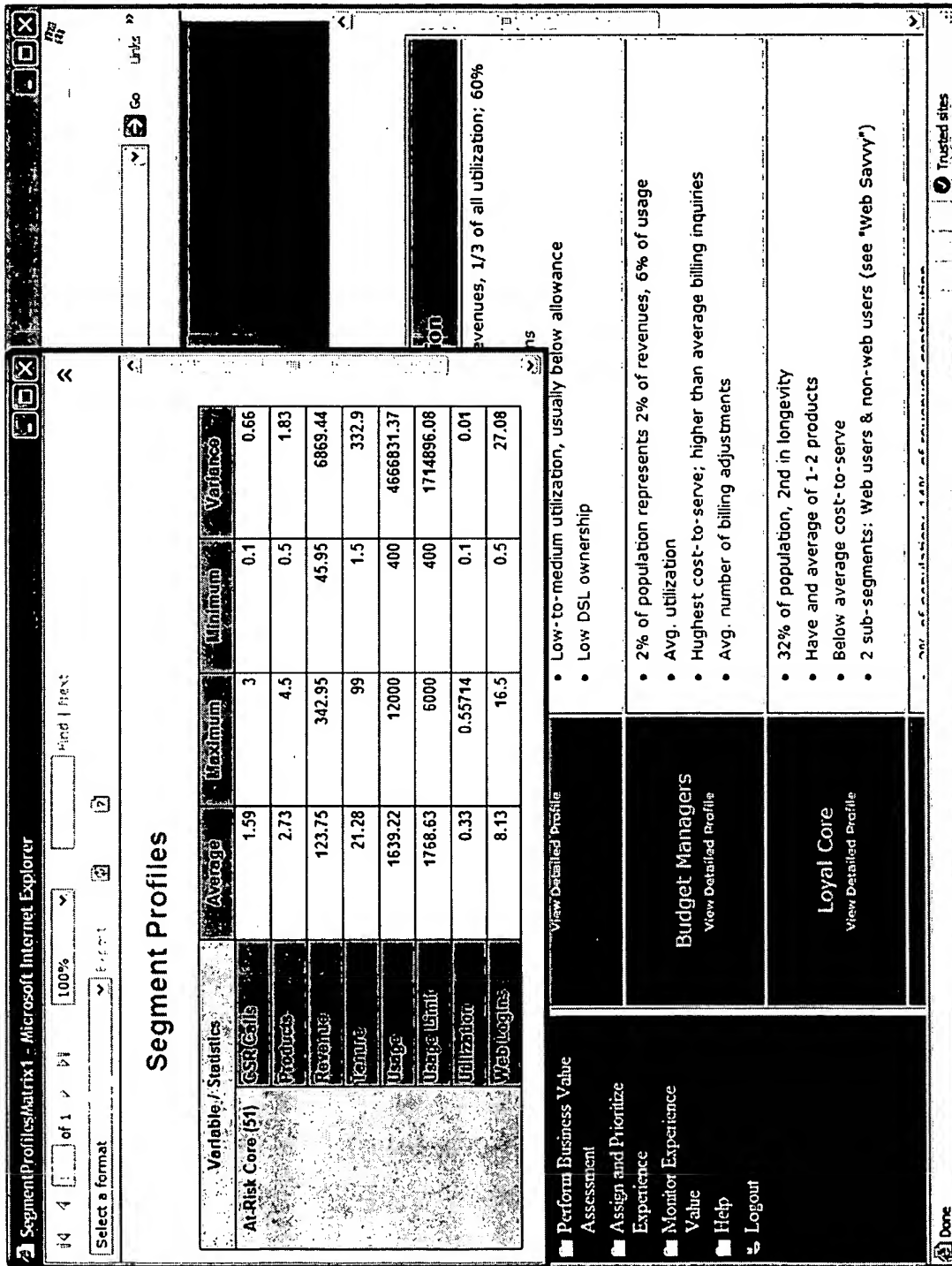


Figure 3-4

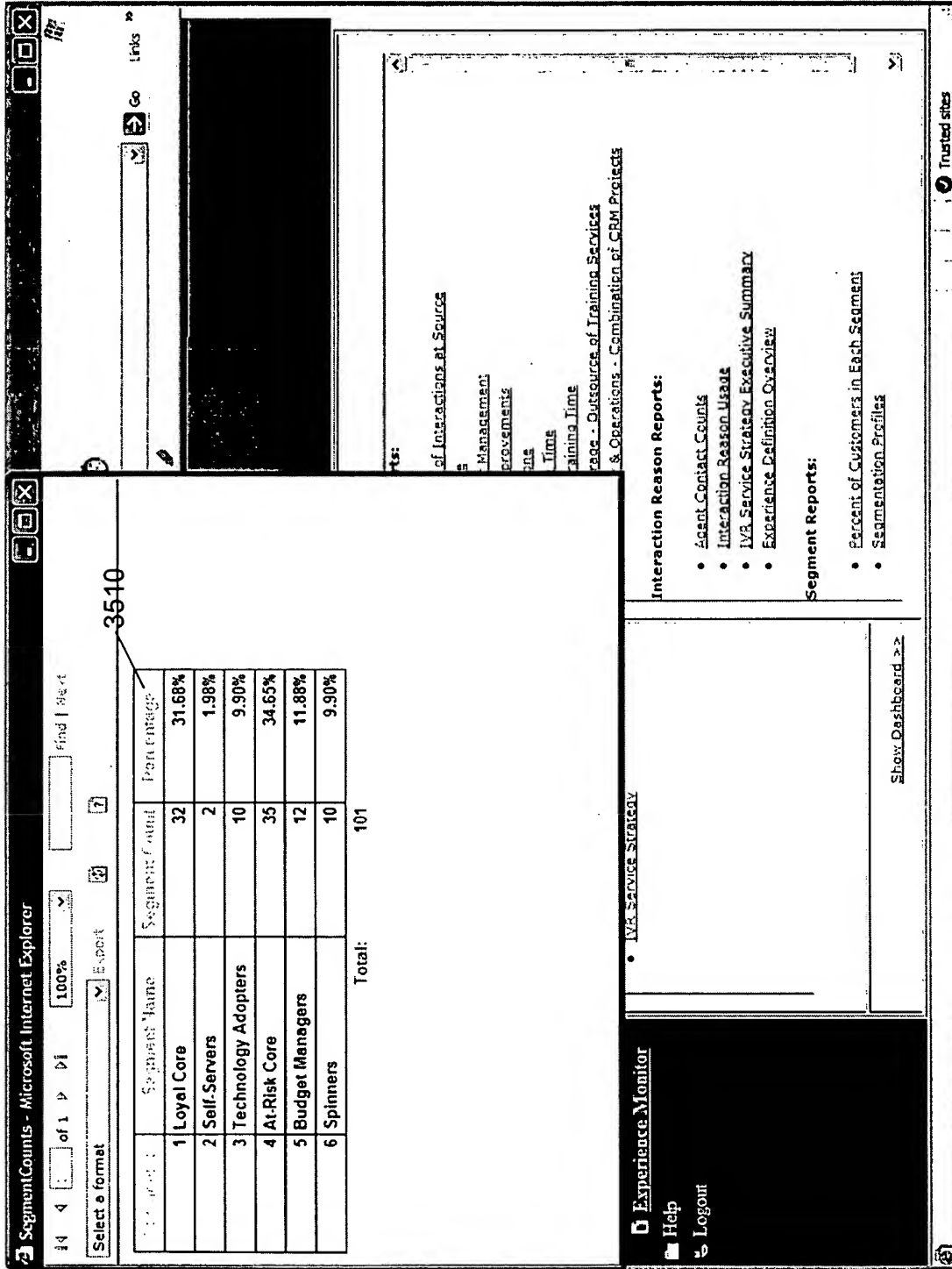


Figure 3-5

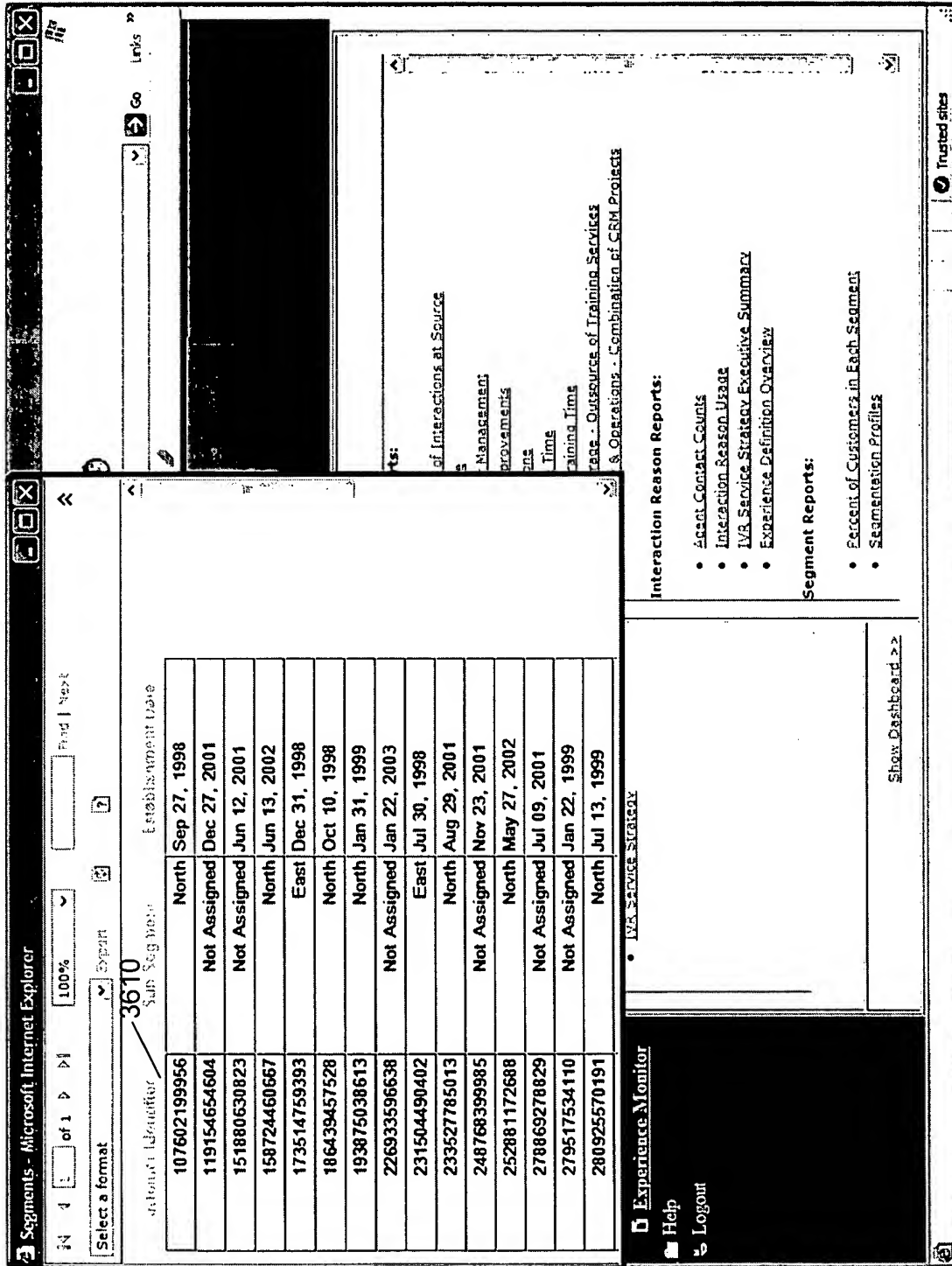


Figure 3-6

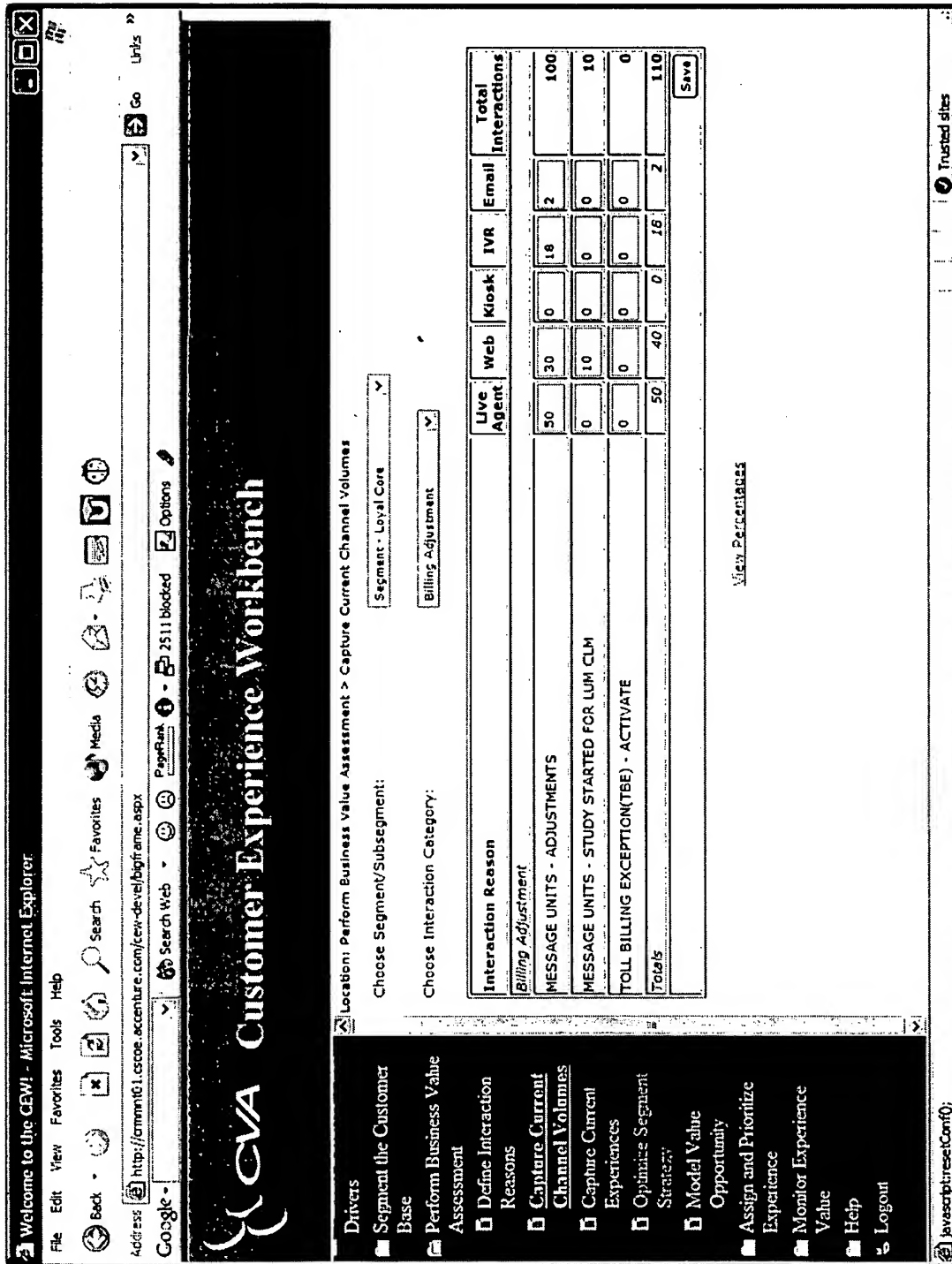


Figure 3-9

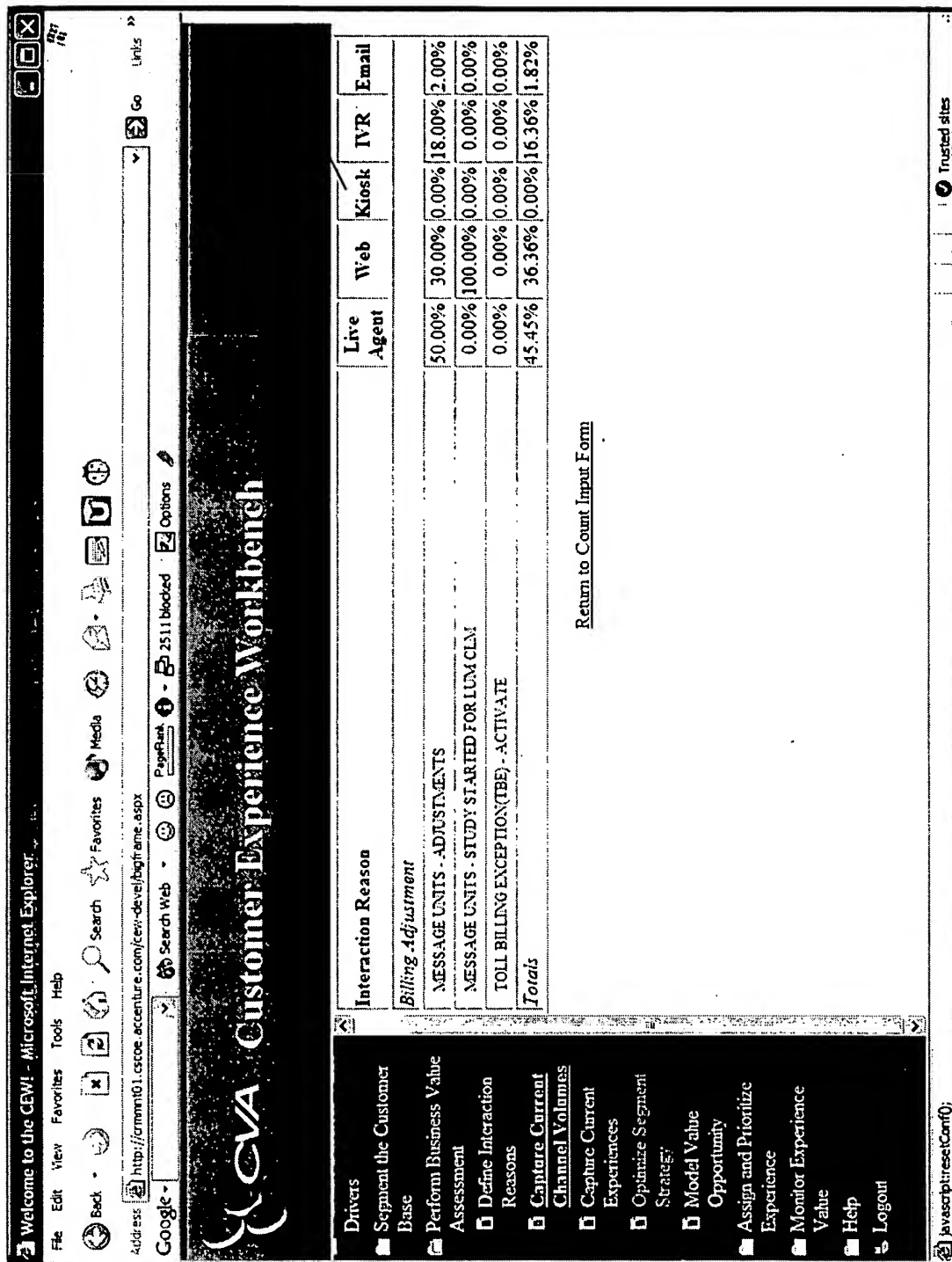


Figure 3-10



Figure 3-11

Welcome to the CEW! - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites Media

Address: http://ammi101.cscoc.accenture.com/cew-devel/bigrframe.aspx

Google Search Web 2511 blocked Options

CVA Customer Experience Workbench

Location: Perform Business Value Assessment > Model Value Opportunity

EVC Portal:

Session Name: Big Bang
 Created: 10/7/2003 3:34:01 PM
 Last Update: 12/3/2003 4:00:48 PM

Input Metrics	Description
Cost: Operations	
Cost: Technology	
Cost: Management & Workforce	
Revenue	
Value Levers	
Cost	
Revenue	
EVC Reports	
Benefits Summary Results	
A. Summary Benefits Results - Tables	
B. Summary Benefits Results - Charts	
Revenue Increase Summary Results	

31210

31220

31230

Drivers

- Segment the Customer Base
- Perform Business Value Assessment
 - Define Interaction Reasons
 - Capture Current Channel Volumes
 - Capture Current Experiences
 - Optimize Segment Strategy
- Model Value Opportunity
 - Assign and Prioritize Experience
 - Monitor Experience Value
- Help
- Logout

Done

Trusted sites

Figure 3-12

Welcome to the CEWI - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites Media

Address: http://ammin01.csoc.accenture.com/cew-devel/bigframe.aspx

Google Search Web 2511 blocked Options

CWA Customer Experience Workbench

Location: Perform Business Value Assessment > Model Value Opportunity

EVC Input Metrics:

Session Name: Big Bang

Input Metrics - Cost	Value	Benchmarks
Management & Workforce		
Average Fully Loaded Wage of FT Agent per Hour	20.71	10
Average Fully Loaded Salary of FT Management	55000	10
Agents to Supervisors Ratio	10	10
Supervisors to Management Ratio	2	10
Time Spent in Initial Training, weeks	3	10
Time to Proficiency, Weeks	8	10
Percent Trainees who Complete Initial Training	94	10
Cost of Initial Training	7000	10

Save Cancel

Drivers

- Segment the Customer Base
- Perform Business Value Assessment
- Define Interaction Reasons
- Capture Current Channel Volumes
- Capture Current Experiences
- Optimize Segment Strategy
- Model Value Opportunity
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- Monitor Experience Value
- Help
- Logout

Done

Figure 3-13

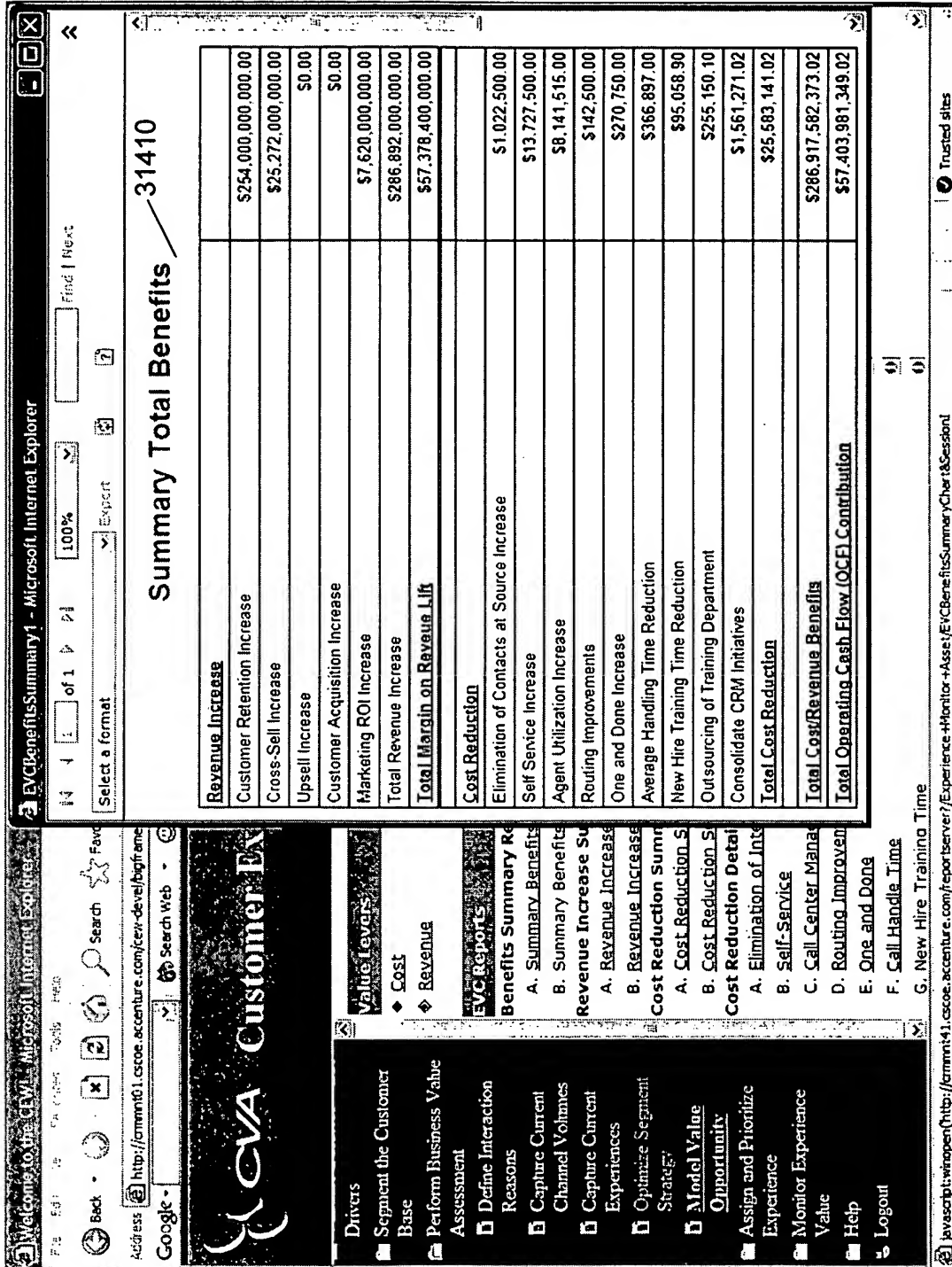


Figure 3-14

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Media Print

Address http://main011.cscoc.accenture.com/cew/bogframe.aspx

CEWA Customer Experience Workbench

Execute Blueprint Process

Manage Interaction ReasonsRankSelect to UseDefine FutureChannel MixManageTreatmentsAssign FutureExperiences and TreatmentsPerform Gap AnalysisPlan ExperienceImplementationBuild Rules in Experience Optimizer EngineMonitor Experience ValueHelpLogout

Location: Assign and Prioritize Experience > Execute Blueprint Process > Manage Interaction Reasons > Select to Use

31520

Ranked Interaction Reasons:

1 - BILL - GENERAL INQUIRY (Billing Inquiry)
2 - BILL - QUESTION RECEIPT OF PAYMENT (Billing Inquiry)
3 - DEPOSIT - CUSTOMER QUES. RECEIPT OF FOR NC (Billi)

Billing Charges:

- ASSUME OUTSTANDING CHARGES
- BILLING NAME - ADD 2ND NAME
- BILLING NAME - DELETE 2ND NAME
- BILLING NAME/ADDRESS - CORRECT
- DEPOSIT - CUSTOMER REQUESTS RETURN OF
- MESSAGE UNIT SVC/CHARGE - ADJUSTMENT
- TOLLS - ADJUST
- TROUBLE REPORT - ADJUSTMENT ISSUES
- TOLL BILLING EXCEPTION(TBE) - DISCONTINUE

Billing Discontinue:

- BILL - CHECK BALANCE
- BILL - CUSTOMER REQUESTS DUPLICATE(S)
- BILL - OC&C INQUIRY
- CUSTOMER REQUEST CREDIT LETTER
- MESSAGE UNIT SVC/CHARGE - INQUIRY
- QUESTION CLOSEST PMT CENTER
- QUESTION DEPOSIT AMOUNT
- QUESTION FCC CHARGE
- QUESTION PREMIUM RATES
- TOLLS - QUERY/DAX

Billing Payment:

Actions:

Delete selected usage

31530

Selected For Use:

- Billing Adjustment: MESSAGE UNITS - ADJUSTMENTS
- Billing Adjustment: MESSAGE UNITS - STUDY STARTED FOR LUM CLM
- Billing Adjustment: TOLL BILLING EXCEPTION(TBE) - ACTIVATE

View Description

Use

Done

Figure 3-15

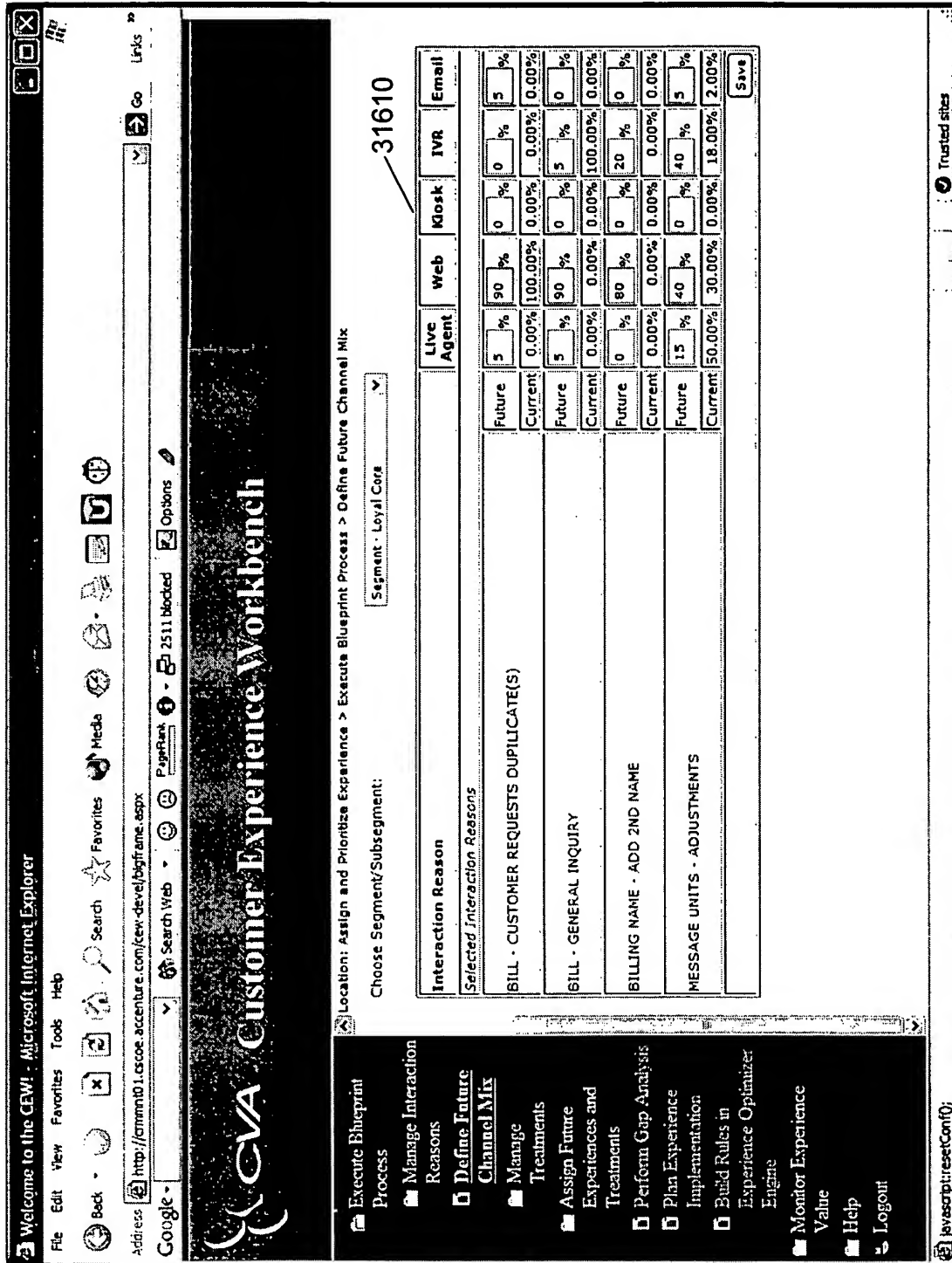




Figure 3-18

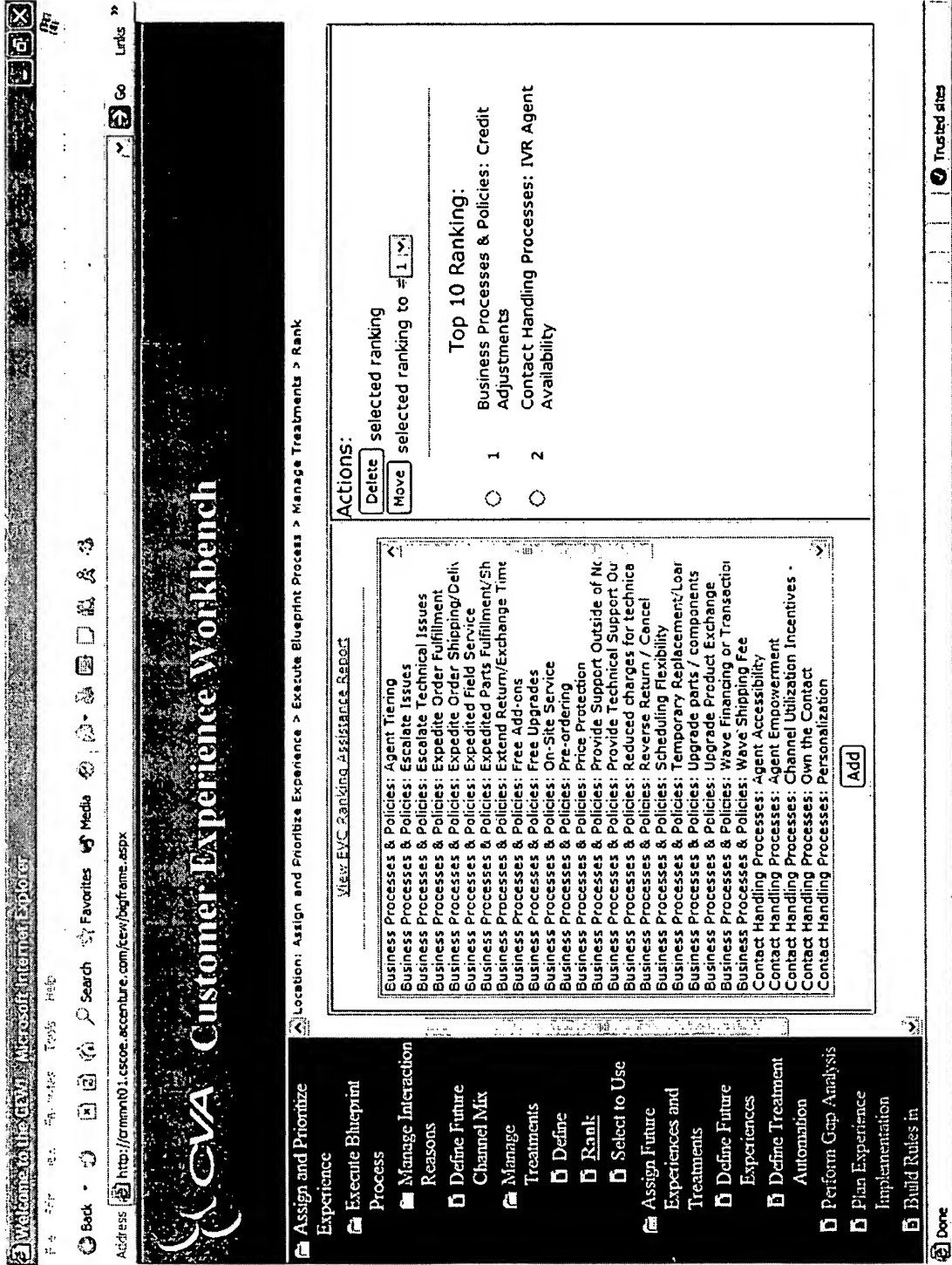


Figure 3-19

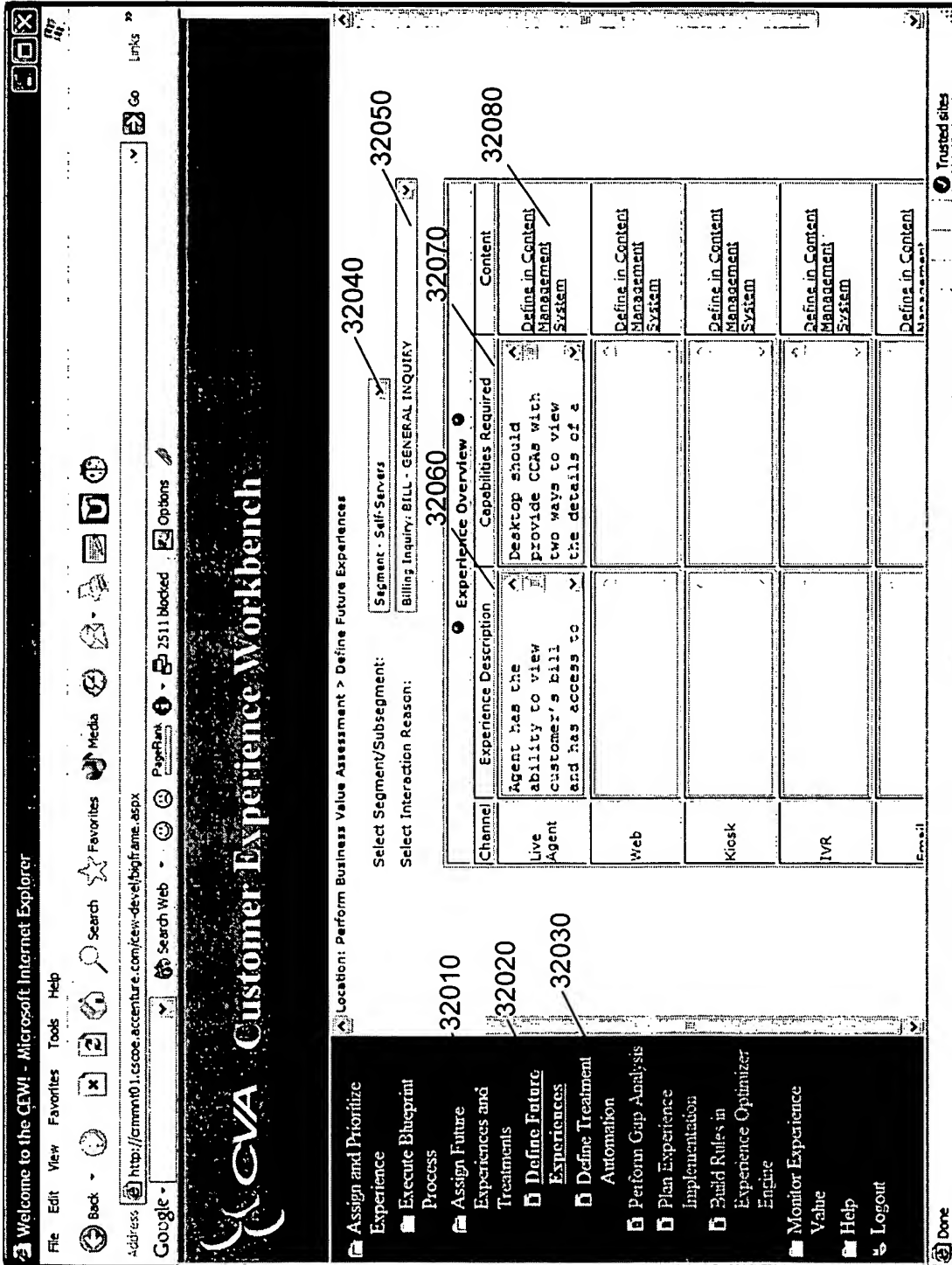


Figure 3-20

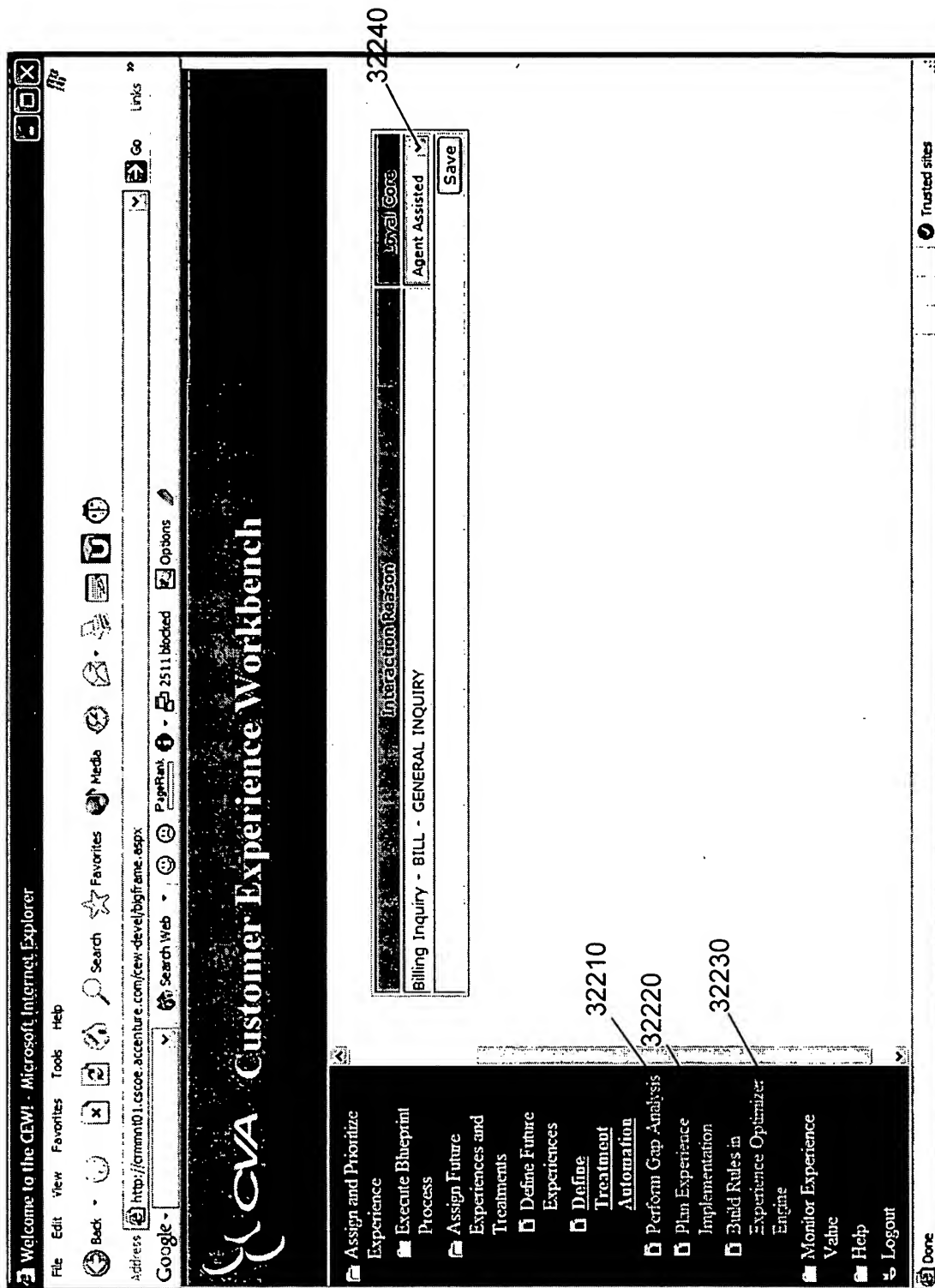


Figure 3-22

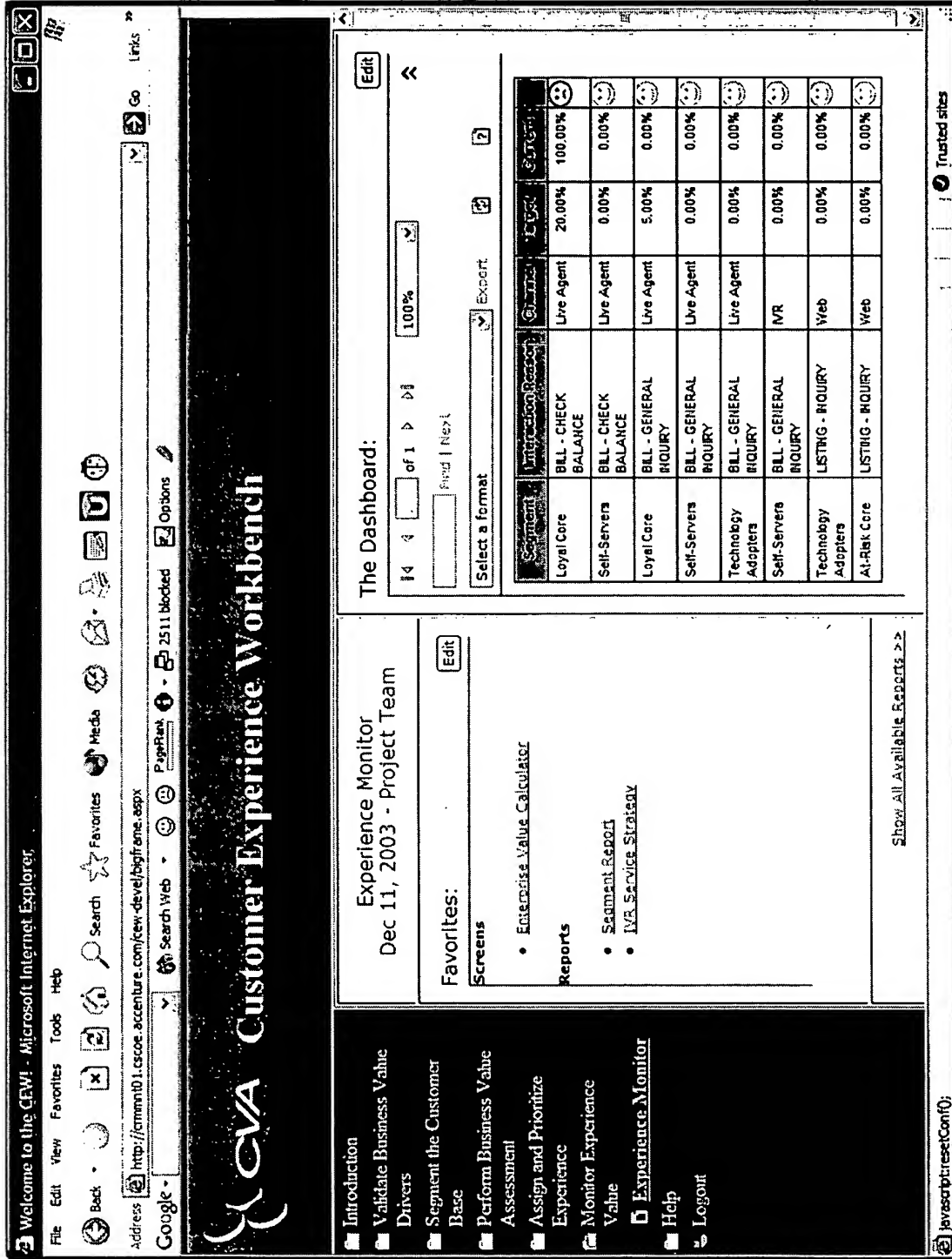


Figure 3-23

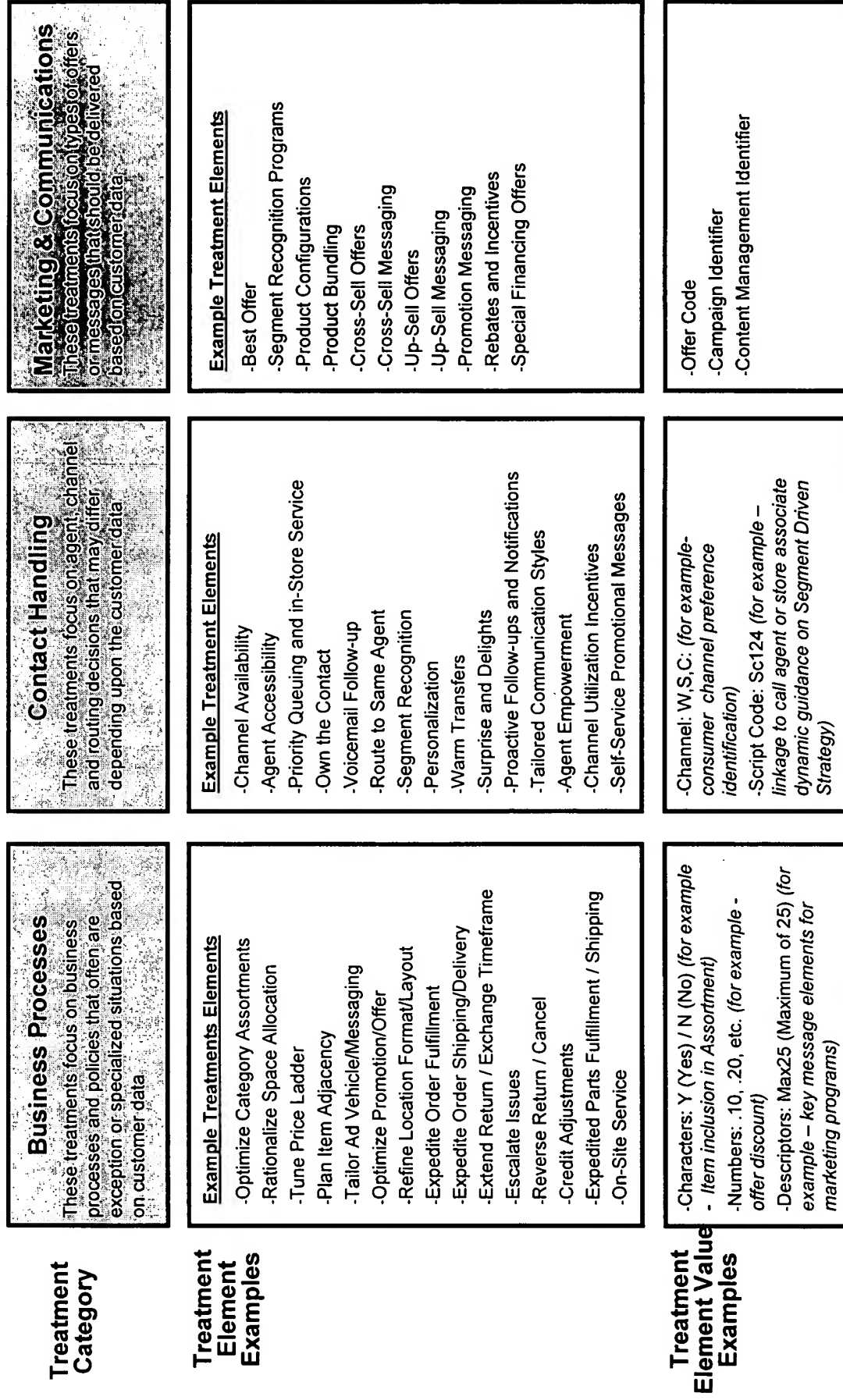


Figure 4 Example Treatment Taxonomy

Example Treatment Rule: "If a customer in the Loyal Core segment has an attrition score higher than 90, then deliver Gratitude Message and offer Platinum Service Plan at no charge

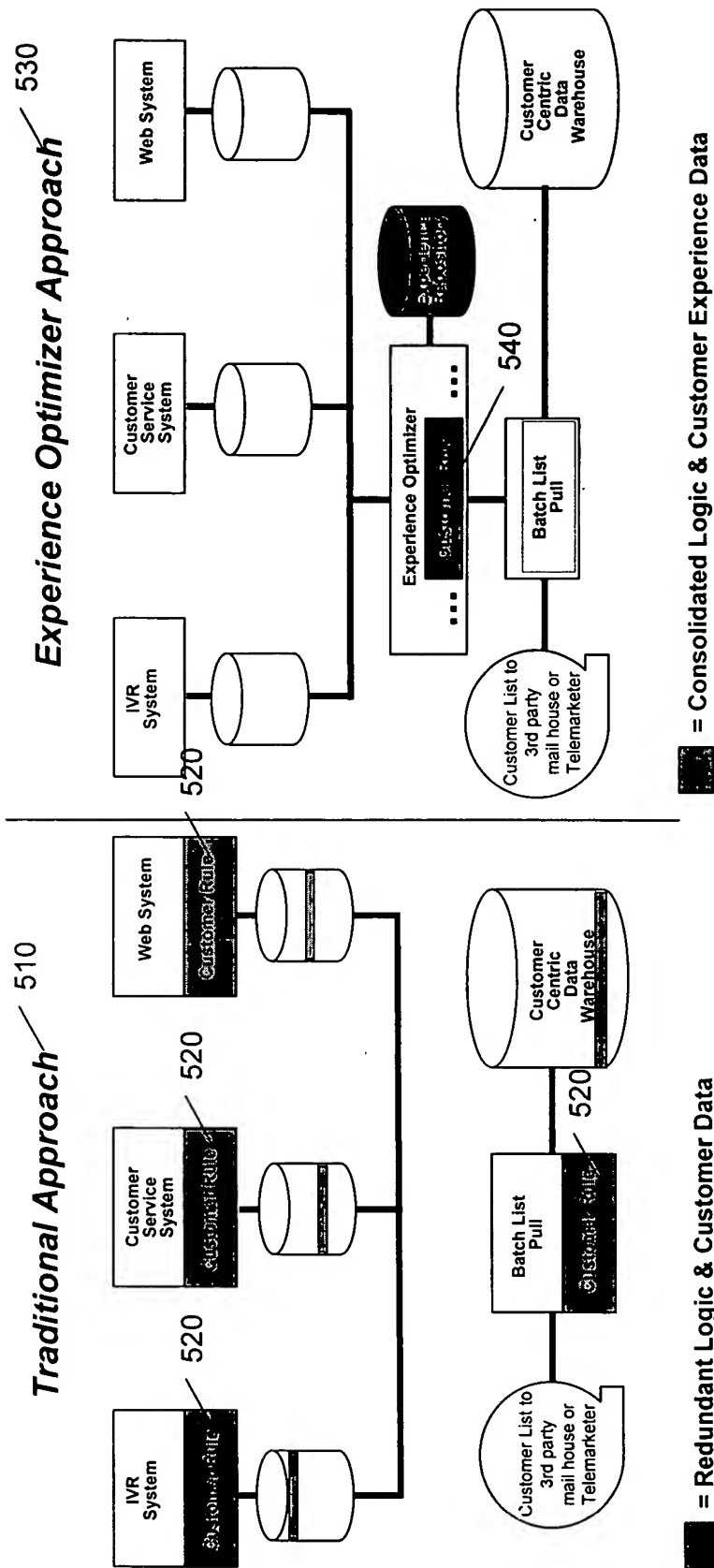


Figure 5 EO Consolidated Architecture Approach

1. Overriding Rules / 610

Rules governed by various federal laws, company policies or by credit/ risk related attributes of customers. These rules are basically applied to the whole population and global in nature. Each customer has to conform to these rules before other rules kicked off and processing starts.

Examples

1. All pander files (Do not call, No telemarketing, No communication from company etc. internal or external)
2. Credit Rating (bad credit history)
3. Bankruptcy (customer has filed for bankruptcy cover)
4. Fraud/ Delinquent Customers

2. Trigger Rules / 620

Rules triggered based on a change/ event in lifecycle of the customer. These events are not behavioral events and generally occur over a period of time. These events provide a good opportunities to convert into a product and service sale.

Examples

1. Change in address
2. Marriage
3. Customer Opening his/ her own business
4. Home Loan

3. Event Based Rules / 630

Rules kicked off after a service provider related event take place. These events are behavioral events and generally occur periodically during the relationship between a customer and an organization.

Examples:

1. Customer is looking for some additional products
2. Customer looks for add-on components with the existing services/ product he is enjoying
3. Customer just purchased a new service/product
4. Customer shows some kind of unhappiness with the current product/ service

4. Interaction Rules (CEW Rules) / 640

Rules executed through the absence of previous processing categories. These may be behavioral cues and can be observed during the customer's relationship with the organization. These cues are usually mature in nature and can be determined through analytics, intelligence, or predetermined company rules

Examples:

1. Behavioral change in usage pattern
2. Natural upward product/ service migration
3. People of same profile migrating to new or add-on
4. CEW stated treatment data

Figure 6 Rules Processing and Categorization

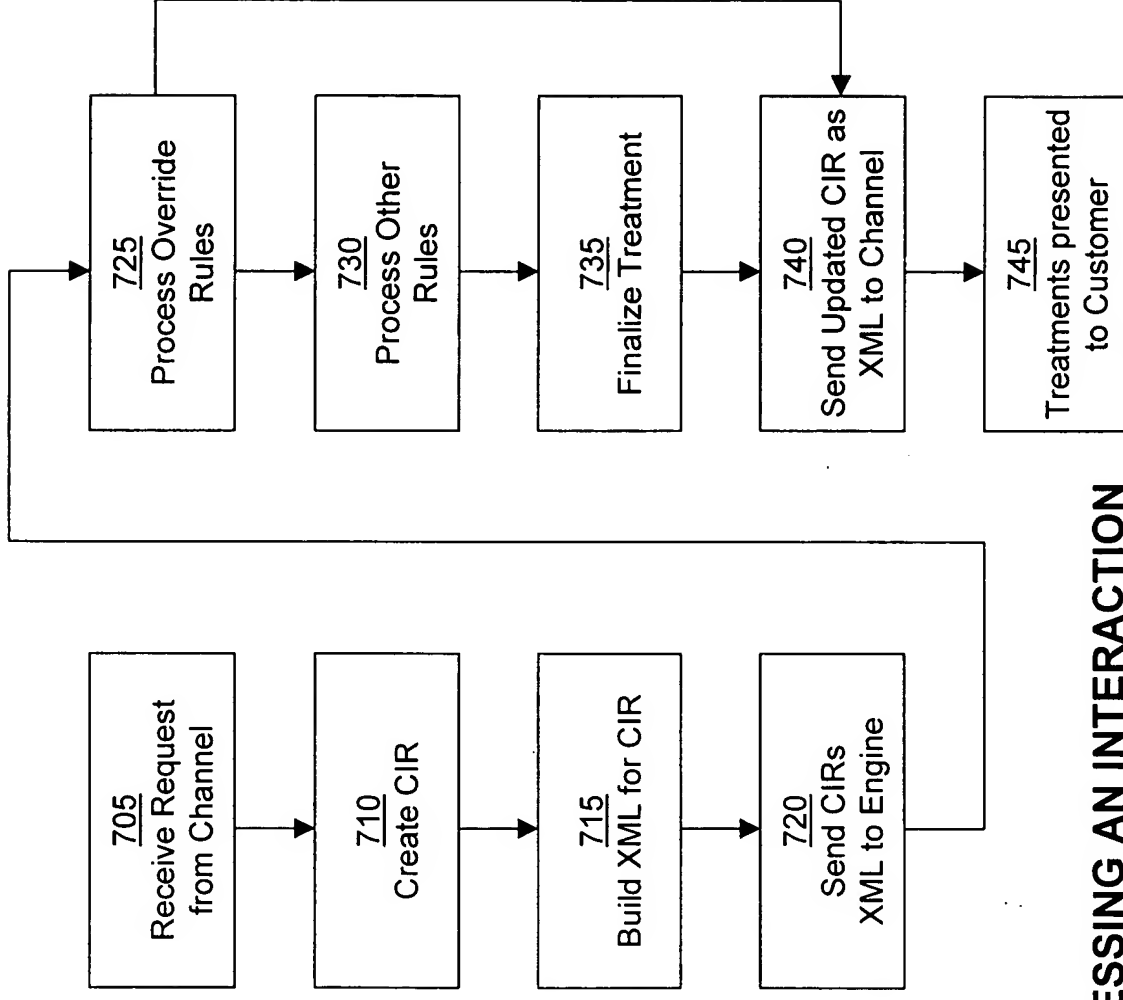


Figure 7 PROCESSING AN INTERACTION

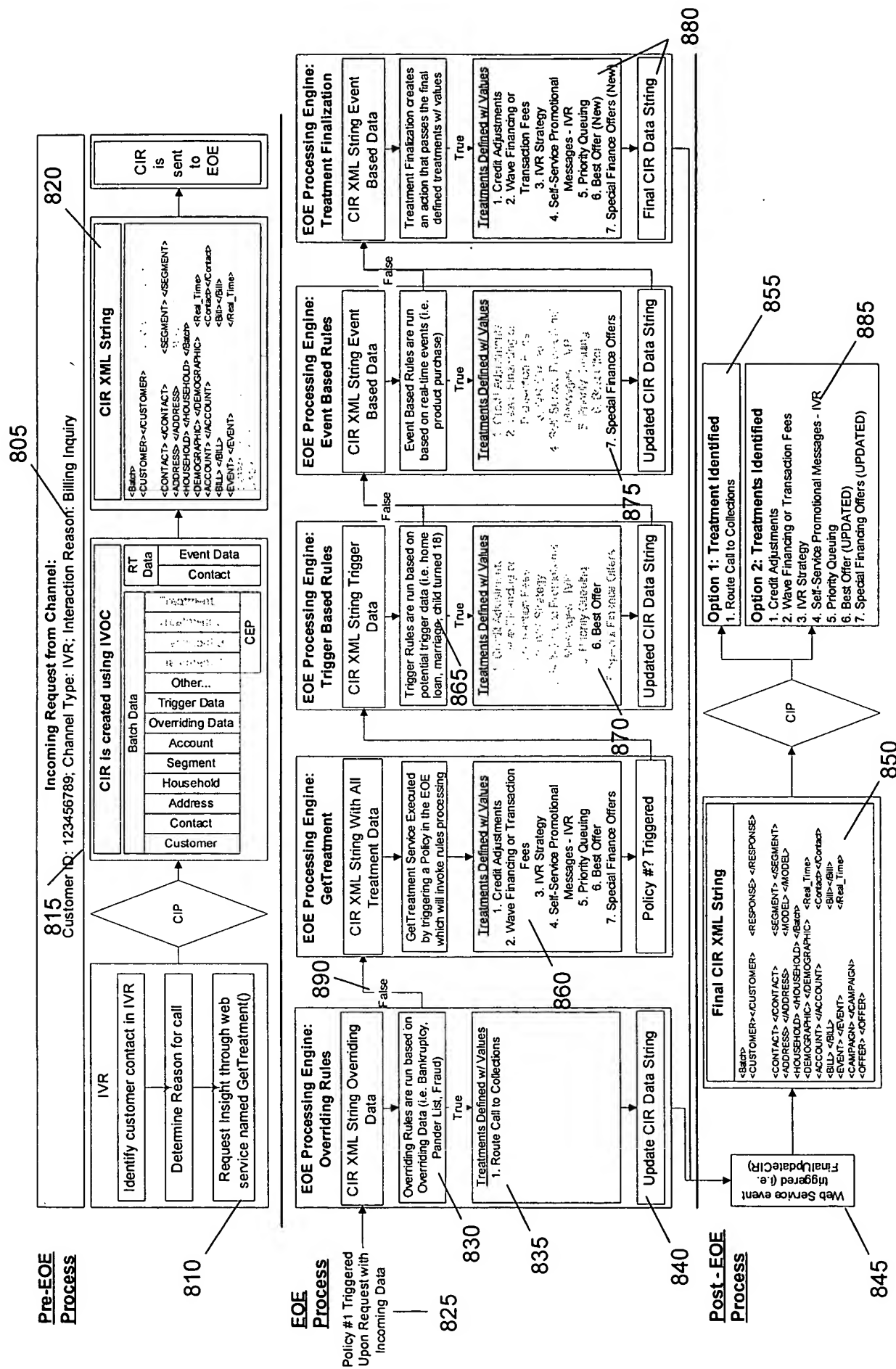


Figure 8 Engine Execution Process

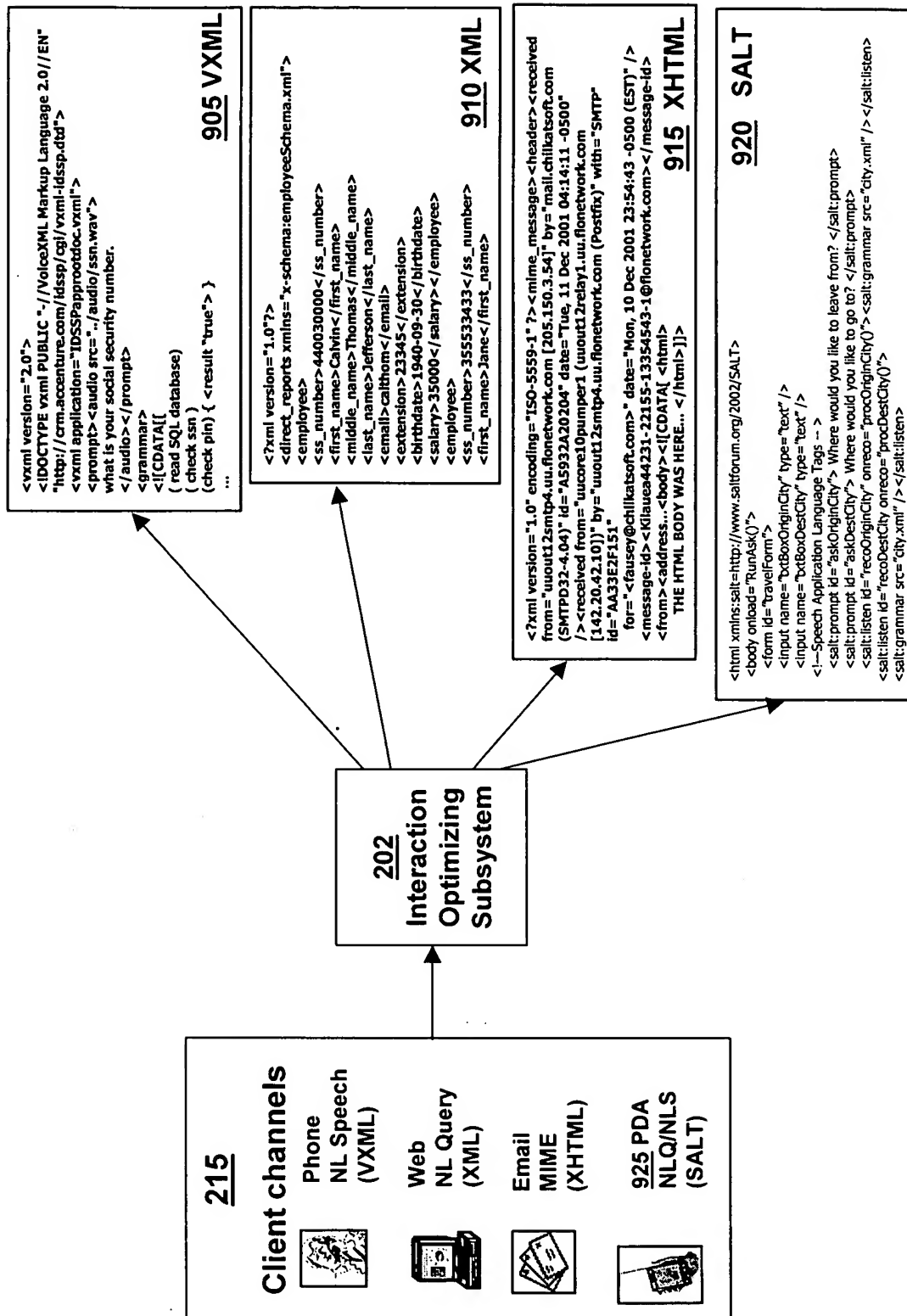


Figure 9 Example Channel-Specific Code Generation

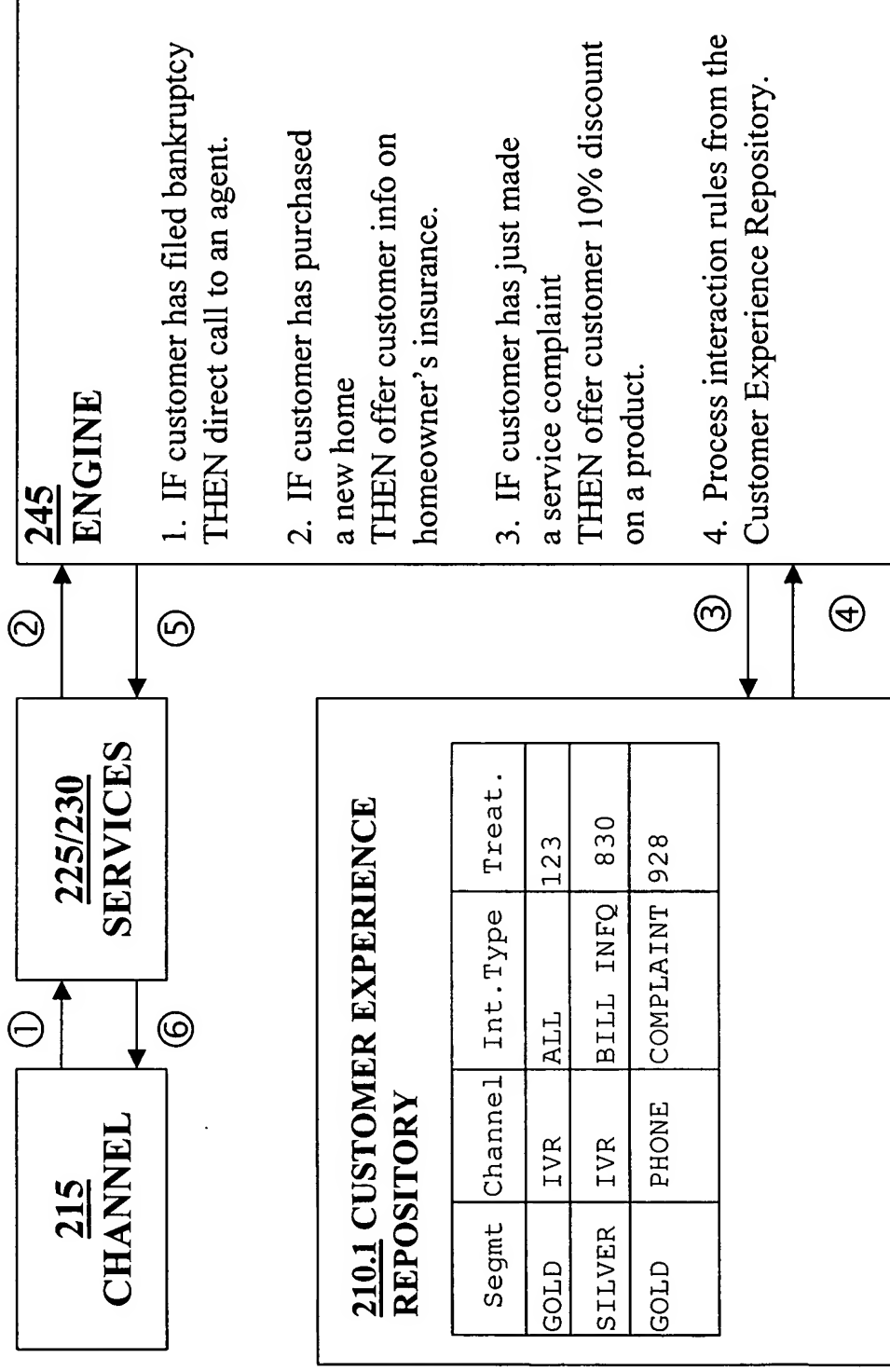


Figure 10